

PhysicianCareerNetwork[®]

Career Update Survey #2



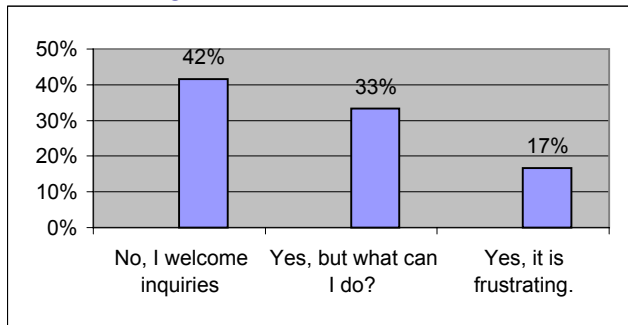
Dear fellow physician,

In June, 2003, The PhysicianCareerNetwork sent you an attitude and opinion survey, and the results are presented below. Fifty percent of the respondents are frustrated by the drug companies' foray into consumer-advertising, and 67% find the consumer-oriented health information on the Internet disruptive to their office schedule. Half our respondents have lost a patient due to a switch in insurance plans, and 67% have felt pressured to order unnecessary testing simply to avoid litigation. Finally, 25% of the MDs surveyed say that regulatory compliance costs them more than \$20,000 annually. Here is the data:

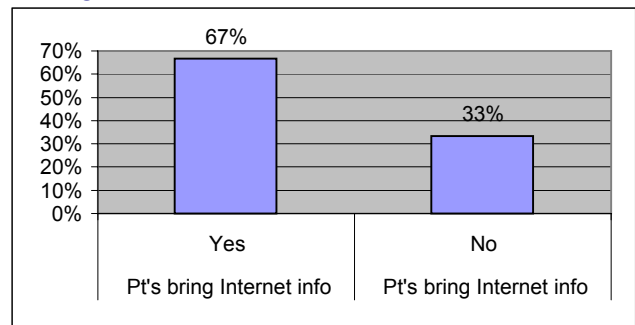
As always, you express concerns that mirror our specializations. All I can say is, we stand ready to assist you.

All my best,

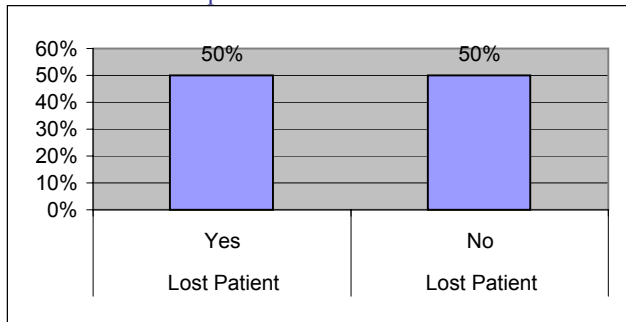
Are you frustrated by patients presenting newspaper or TV drug ads and wanting to know why they aren't receiving the new wonder drug?



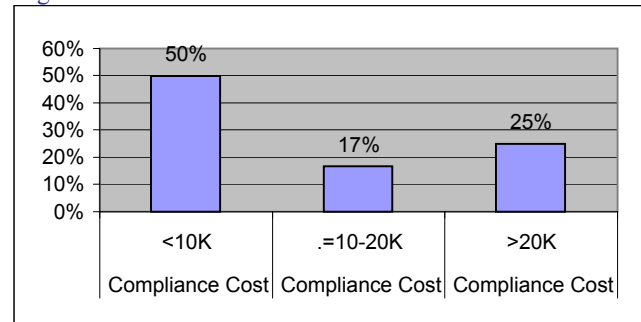
Have you had your office schedule disrupted by patients presenting internet data questioning your medical decision-making?



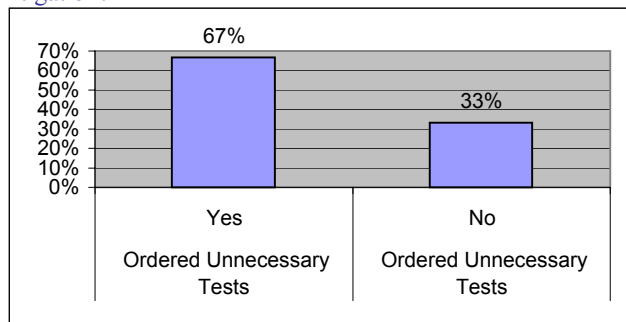
In the last year, have you lost valued patients because they switched insurance plans?



In staffing, systems and operational changes, how much are you spending annually to comply with HIPAA and other regulations?



In the last year, have you ordered a test or procedure you didn't believe was medically necessary, in order to avoid litigation?



My greatest concerns today are:

